# ASIAN BUSINESS AVIATION ASSOCIATION (ASBAA) ANNOUNCES STRATEGIC PARTNERSHIP WITH BREITLING

**News / Business aviation**

**AsBAA, Asia's non-profit representative trade body for business and general aviation has announced a new strategic partnership with legendary Swiss watchmaker – Breitling. The partnership between AsBAA and Breitling is based upon a mutual commitment to: the advancement of aviation innovation, to creating opportunities for those in the aviation community, and to a culture of education, safety and corporate social responsibility in business and general aviation (BA/GA).**

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**Breitling is highly renowned in the aviation world for its invention of the modern chronograph. A leader in the field of mechanical chronographs, Breitling is also pioneer of connectivity / electronic watchmaking. The brand established itself in the vanguard of innovation by creating the Emergency, the world's first wristwatch equipped with an authentic integrated dual frequency personal locator beacon, as well as by developing its own multifunction electronic chronograph movement, specifically designed to meet the needs of aviators.**

The relationship between AsBAA and Breitling will kick-off on the 10th of November at the AsBAA Icons of Aviation Awards (IOA) which will be held at the Intercontinental Hotel, Hong Kong. A highlight of the IOA2017 awards, which has grown to become the recognised awards and corporate social responsibility (CSR) event for the BA/GA industry, will be the Breitling Power Pledge. Guests will have an opportunity to enter a prize draw for the donated timepiece, the Colt Skyracer, named after the plane flying the Breitling colours in the fabulous Red Bull Air Race. A champion of lightness and sturdiness, the Breitling Skyracer comes in Breitlight® casing which is 3.3 times lighter than titanium yet significantly harder and is equipped with a thermocompensated SuperQuartzTM movement, ten times more accurate than standard quartz and chronometer-certified by the COSC (Swiss Official Chronometer Testing Institute).

Jenny Lau, Chairperson, AsBAA said of the new partnership, "We extend our sincere thanks to Breitling for their generosity in donating the Colt Skyracer, which will go towards raising essential funds for AsBAA's chosen charity, Orbis Flying Eye Hospital. We are also excited about the new partnership in which there is much alignment between AsBAA and Breitling in relation to our respective projects on education, innovation and CSR. All of this is underlined by our shared passion for aviation. We look forward to working together".

Breitling established its ties with the aviation industry around 1930, when the brand became famous for its pocket, wrist and onboard chronographs intended for aircraft cockpits. These instruments became indispensable to successful piloting, famed for their used in the armed forces, including the Royal Air Force which used them to equip its famous World War II propeller-driven fighter planes. Breitling later played a key role in the boom of commercial aviation, where its onboard chronographs became standard equipment, first on the propeller-driven planes and later, the jet aircraft of many airplane manufacturers and airline companies. Today, Breitling continues to work with many of the world's elite pilots and teams that fly the Breitling colours, including the famous Breitling Jet Team with its spectacular aerobatics. Breitling is also associated with many high-profile airshows, including the Reno Air Races (Nevada/United States) or the Red Bull Air Race, in which its own team competes under its colours.

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